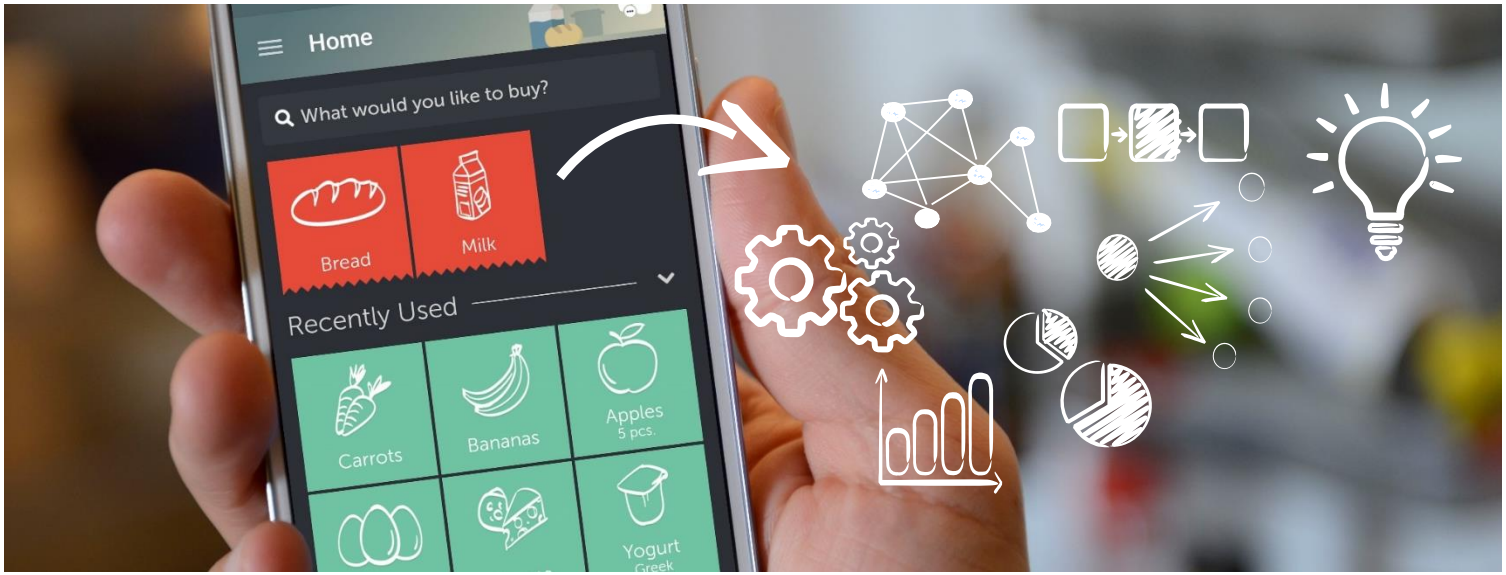
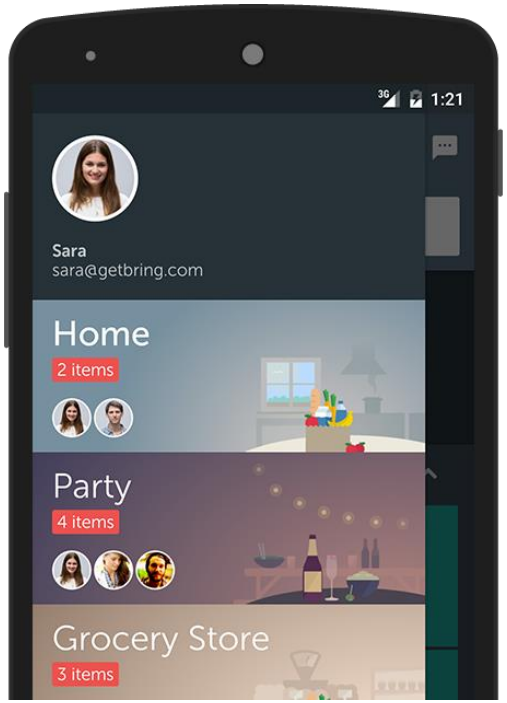


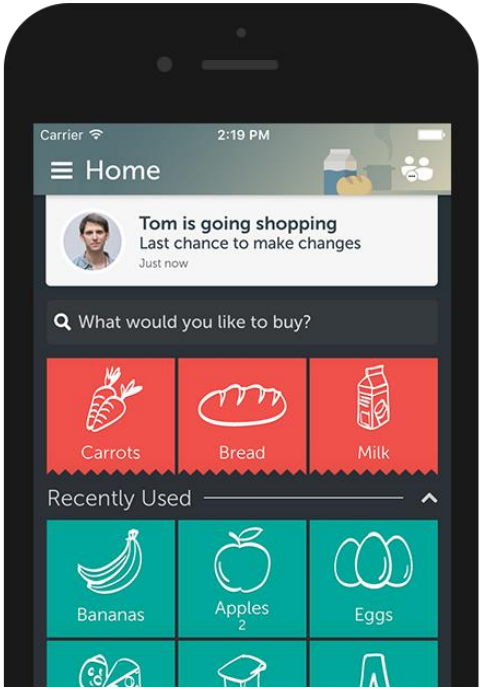
From Idea to Product

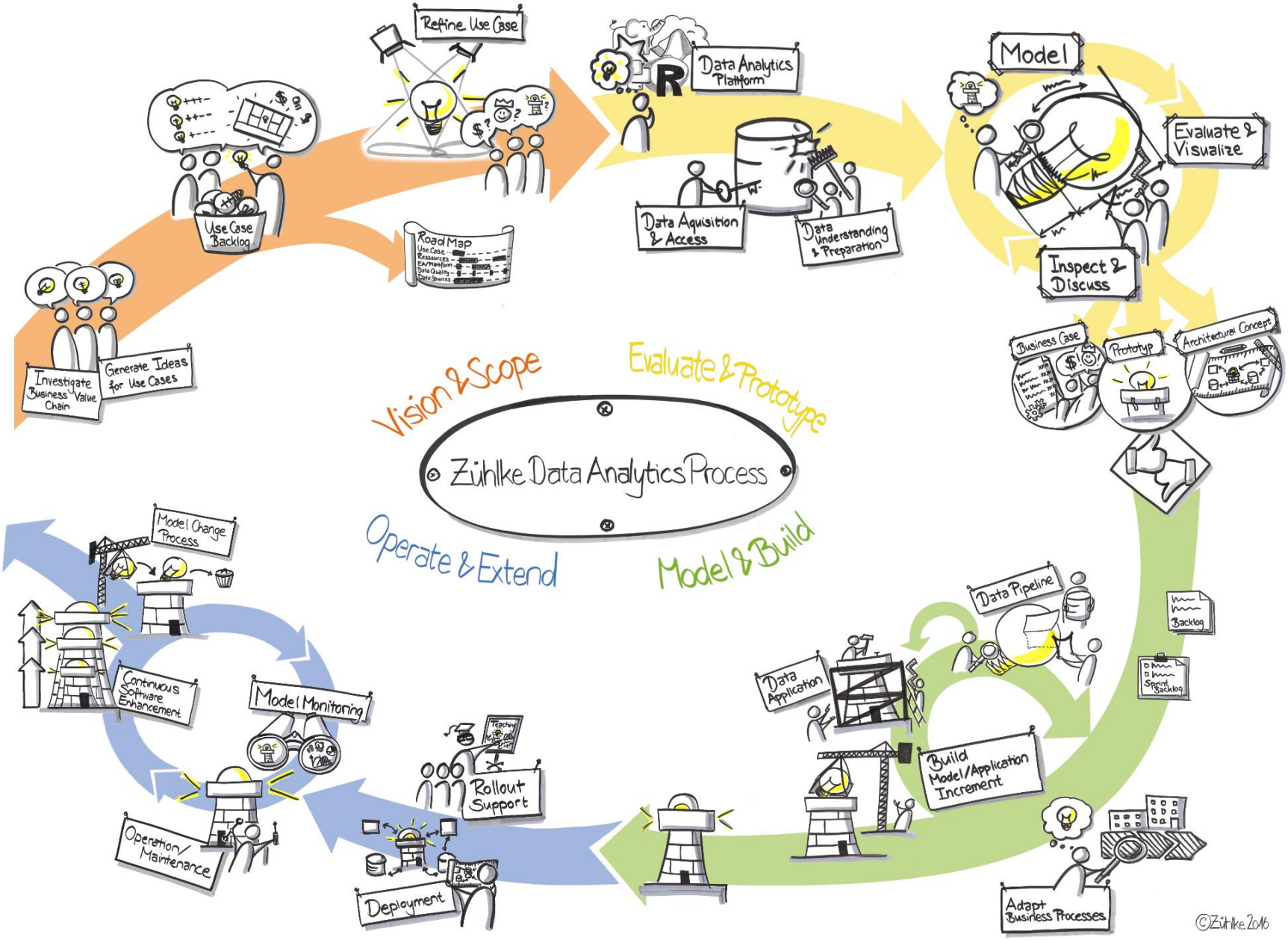
Bring! Initial Position

Vision

Bring! is the most intelligent and social shopping list. We simplify grocery shopping for millions of people around the world.






Refine Use Case
Use Case Backlog
Road Map
Investigate Business Value Chain
Generate Ideas for Use Cases
Data Analytics Platform
Data Aquisition & Access
Data Understanding & Preparation
Model
Evaluate & Visualize
Inspect & Discuss
Business Case
Prototyp
Architectural Concept
Vision & Scope
Evaluate & Prototype
Zühlke Data Analytics Process
Operate & Extend
Model & Build
Model Change Process
Continuous Software Enhancement
Model Monitoring
Operation/ Maintenance
Rollout Support
Deployment
Data Pipeline
Data Application
Build Model/Application Increment
Backlog
Sprint Backlog
Adapt Business Processes
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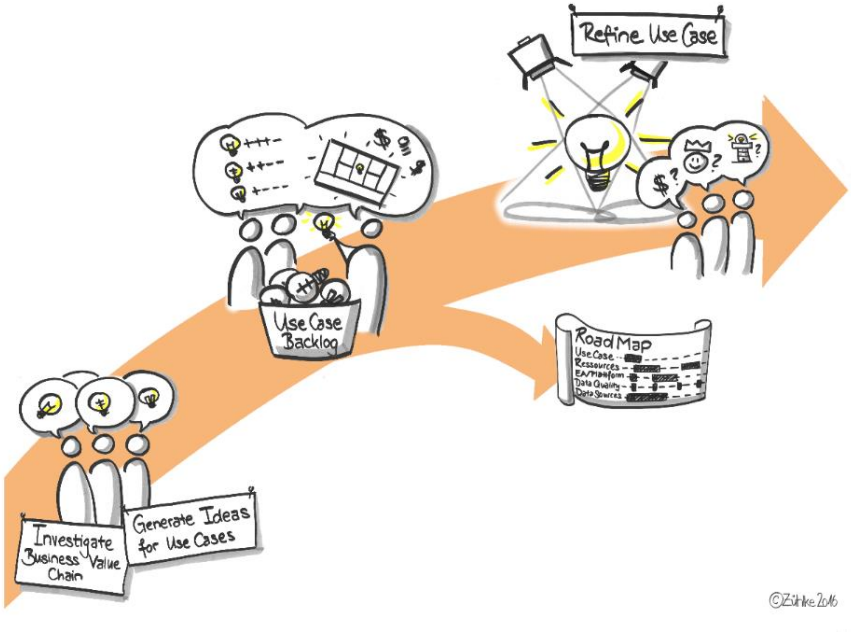
Vision & Scope

Identify Use Cases

- Existing vision
  - **Smartest** shopping app (USP)
  - **Monetize** successful app
- Analysis of the **shopping value chain**
- **Identification** of use cases for Bring!
- Use case **specification** & **prioritization**

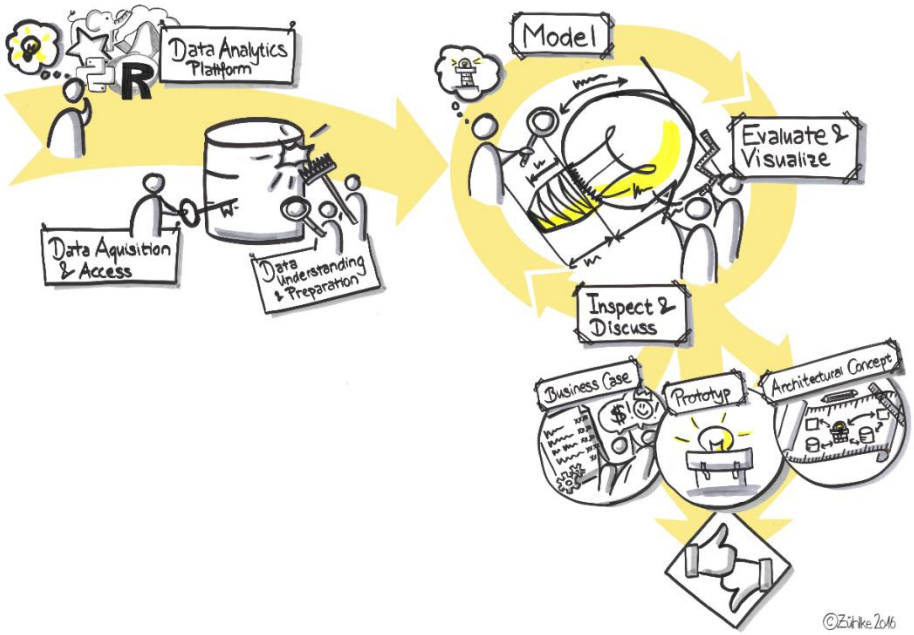


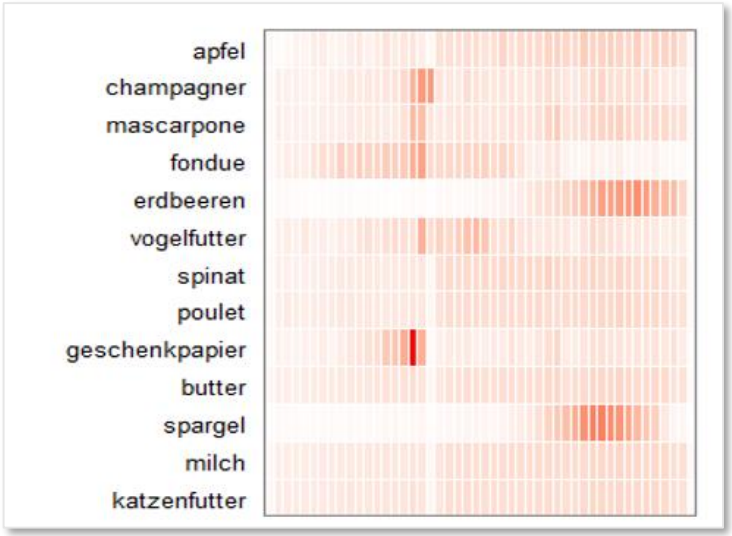
- **Vision** sharpened
- Use Cases
  - **Intelligent Shopping support** (reminders, predictions, recommendations)
  - **Consumer insights** reporting for producers
- Main **Data Sources** identified

Evaluate & Prototype

Intelligent Shopping Support

- **Access** and **prepare** user interaction data of approx. half year
- Model **cyclicity** & **seasonality** of shopping behaviour
- Analyse **item relations** in shopping baskets
- Implement **prototype**
- Data analytics as a **core component** in Bring! app's stategy!

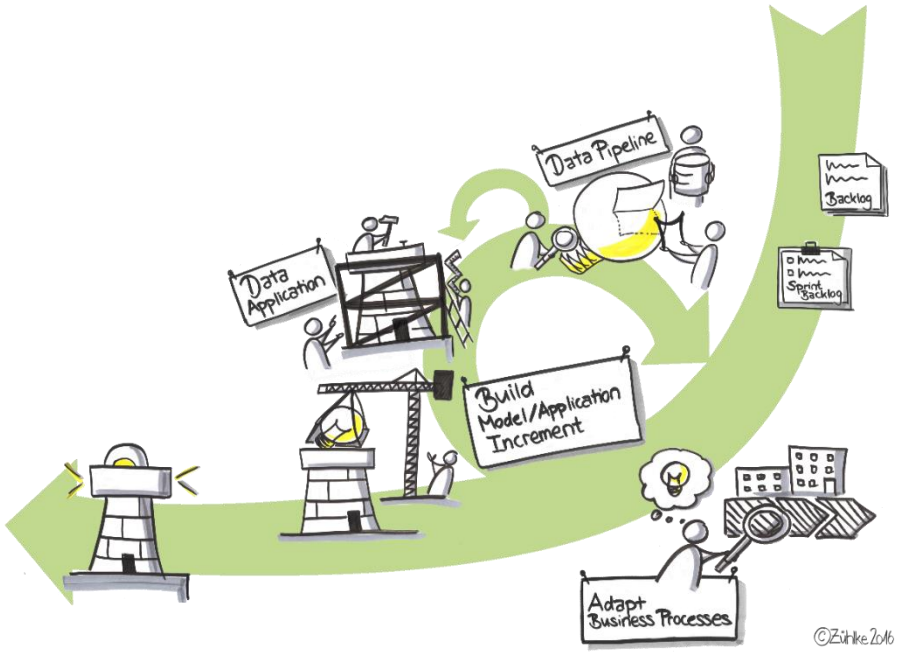


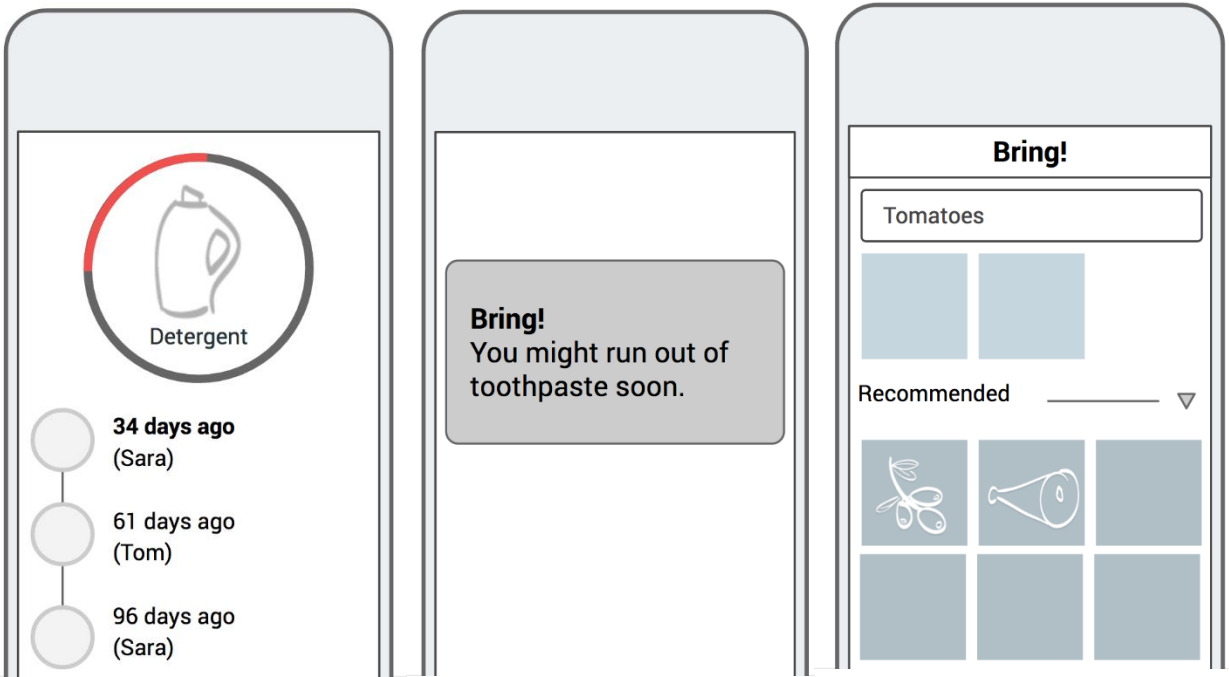


Model & Build

Current activities

- **Data pipelines** set up (Amazon AWS)
  - Operative vs. Analytics
- Data-driven **features in development**
- **Hire** data scientists





Recap

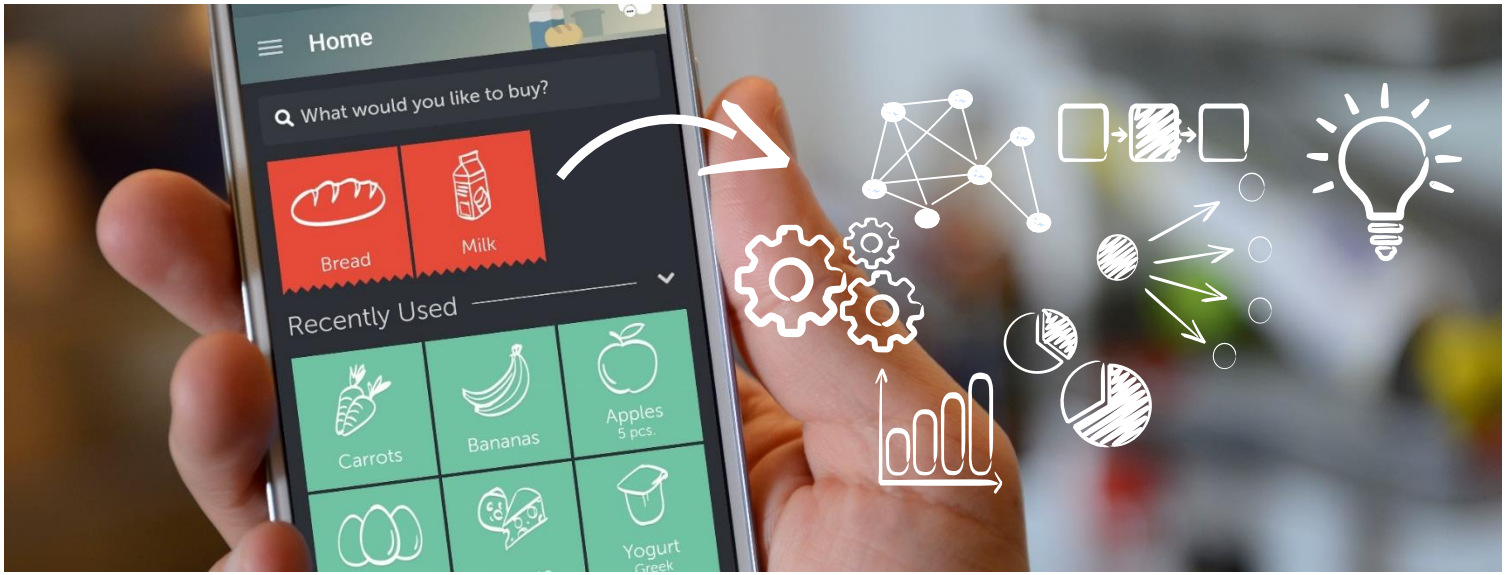
Key Take-home Messages

Data Analytics Process

- Know what you want to predict!
- Evaluate & prototype!
- Build minimal viable product and continuously expand

Benefits & Learnings

- Feasibility shown
- Awareness for analytics-readiness
  - Data & tool landscape
  - Mindset



Thank you!